

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants: Kamfu WONG ET AL.

U.S. Serial No.: 10/585,225

Filing Date: June 30, 2006

Title: METHOD AND SYSTEM FOR
PERSONALIZED AND LOCALIZED
TV AD DELIVERY

Examiner: Aklil M. Tesfaye

Art Unit: 2423

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

RESPONSE UNDER 37 C.F.R. 1.111

Sir:

In response to the Office Action mailed August 17, 2011, please consider the following
claim amendments and remarks:

The Claim listing begins on page 2.

Comments begin on page 10.